

MINUTES
BOARD OF SUPERVISORS
COUNTY OF YORK

Adjourned Meeting
February 21, 2004

8:00 a.m.

Meeting Convened. An Adjourned Meeting of the York County Board of Supervisors was called to order at 8:27 a.m., Saturday, February 21, 2004, in the Meeting Room, Courtyard by Marriott in Kiln Creek, by Chairman Thomas G. Shepperd, Jr.

Attendance. The following members of the Board of Supervisors were present: Walter C. Zarembo, Sheila S. Noll, Kenneth L. Bowman, James S. Burgett, and Thomas G. Shepperd, Jr.

Also in attendance were James O. McReynolds, County Administrator; and J. Mark Carter, Assistant County Administrator.

RETREAT SESSION

GOALS AND OBJECTIVES

The Board of Supervisors reviewed its current mission statement, and it was the consensus of the Board not to make any changes at this time and will remain as follows:

As stewards of the public trust, the Board of Supervisors will maintain and improve the quality of life for all County citizens. The Board will:

- emphasize efficiency, effectiveness, and openness of County government;
- protect the physical, historical and environmental heritage of the County;
- ensure that growth and development are positive forces on the quality of life;
- value and respect the individual.

The Board then reviewed its goals as follows, and agreed that the goals should be bulleted instead of numbered. There was discussion on the meaning of the term "customer," but no changes were made.

- Define and aggressively pursue economic development that broadens the County's tax base and sustains its character and quality of life.
- Improve communication and respect among the Board of Supervisors, other elected and appointed officials, other agencies, County staff, and the public.
- Promote accountability, innovation, and excellence in providing service to the customer.
- Generate quality educational opportunities for all citizens.
- Manage the provision and expansion of County services and facilities in a manner that balances necessary increases in expenditures with the expansion of the tax base.

Mr. Carter asked if the Board members wished to delete or add any objectives to the Goals and Objectives Tracking Report.

Mr. McReynolds explained that what the staff needs from the Board today is to know what the Board wants to add or delete so that staff can develop appropriate strategies for the Board's consideration.

Mr. Carter then reviewed the current tracking report with the Board members, and the following directions were made:

GOAL 1 – Define and aggressively pursue economic development that broadens the County's tax base and sustains its character and quality of life

Revisit the Strategic Plan—take the survey again.

Reevaluate opportunities for office/professional development.

Remove the initiative to identify opportunities for establishment of a "technology zone."

Provide the Board of Supervisors with a listing of organizations involved in the 2006/2007 celebrations with a synopsis of the purpose of each one.

GOAL 2 – Improve communications and respect among the Board of Supervisors, other elected and appointed officials, other agencies, County staff, and the public

Reevaluate the Citizens Institute Program and provide Board of Supervisors with recommendations.

Televised joint meeting of the School Board and Board of Supervisors on the budget.

Develop and conduct a Citizen Opinion Survey in 2004

GOAL 3 – Promote accountability, innovation, and excellence in providing service to the customer

Provide the Board of Supervisors with report on customer surveys received in departments/divisions.

Add the Annual Efficiencies Report as an initiative.

GOAL 4 – Generate quality educational opportunities for all citizens

Contract for Library Needs Study in FY05

GOAL 5 – Manage the provision of County services and facilities in a manner that balances necessary increases in expenditures with the expansion of the tax base

Provide Board of Supervisors with an update on the stormwater projects by the Stormwater Advisory Committee.

Mr. McReynolds then noted that the following were potential areas of emphasis for Calendar Year 2004:

- Economic Development
- Route 17 Corridor Improvement
- Continued Customer Service Improvement
- Playing Fields
- Drainage Improvements
- Corridor Improvement/Beautification
- Comprehensive Plan Review
- Yorktown Revitalization
- Utility Projects
- Planning for 2006 and 2007 Celebrations
- Regional Issues
 - Base Realignment and Closure
 - Transportation

Discussion ensued on a proposed joint venture for recreational facilities between York County and Newport News, as well as other recreational opportunities. The County Administrator was asked to provide the Board of Supervisors with a report on recreational facility needs.

The Board of Supervisors also discussed problems that have occurred due to Hurricane Isabel and the possible need to reprioritize some utility extension projects. Mr. McReynolds indicated that the Utilities Strategic Capital Plan was reviewed and updated every two years, and it would be brought to the Board in the June/July timeframe for prioritization.

COMPREHENSIVE PLAN REVIEW PROCESS

Mr. Carter provided the Board with a proposed work program/schedule for the Comprehensive Plan review and explained that staff was proposing that the Planning Commission be the review committee and that there would be several neighborhood meetings conducted in order to receive more citizen participation and input to the process.

The Board members agreed with the plan in general, but directed that the review committee be comprised of citizens, representation from the business community, as well as the Planning Commission and the Board of Supervisors.

Mr. Carter noted that the same schedule/work program could be followed with the citizen committee.

Mrs. Noll suggested that a Planning Commission member be made Chairman of the Plan Review Committee.

YORKTOWN MARKETING/PROMOTION PLAN

By general consensus, the Board agreed with the recommendations by staff for use of the Freight Shed building, dock operations, and Riverwalk Landing Events/Performances.

Mr. Greg Davy, Information Officer, briefed the Board on a proposed public information/marketing campaign for the construction, grand opening, and operation of the Riverwalk Landing Project.

Discussion followed concerning the timeframe for holding the grand opening.

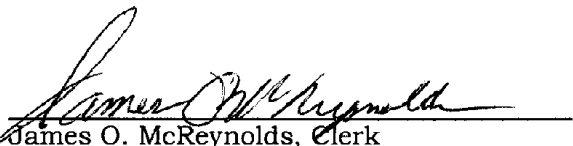
Chairman Shepperd asked that staff provide the Board with some proposed dates for the grand opening as a separate event, but perhaps leveraging it with other events going on in the area. He stated this should be a grand affair that will promote the new facilities in a big way.

OTHER ITEMS/DISCUSSION

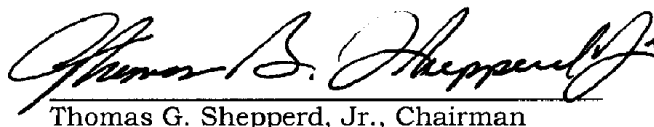
Mr. McReynolds noted that there has been concern expressed regarding the rebroadcasts of the Board of Supervisors' work sessions. Because they compete with the Planning Commission meetings, he stated it is difficult to have them shown with the same regularity as the Regular Meetings of the Board.

Discussion followed regarding the importance of rebroadcasting the Board's work sessions on a regular basis, and the staff was tasked with investigating other options and bringing the Board a recommendation.

Meeting Adjourned. At 1:05 p.m. Chairman Shepperd declared the meeting adjourned sine die.



James O. McReynolds, Clerk
York County Board of Supervisors



Thomas G. Shepperd, Jr., Chairman
York County Board of Supervisors